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NOIDA INSTITUTE OF ENGINEERING AND TECHNOLOGY, GREATER NOIDA

(An Autonomous Institute Affiliated to AKTU, Lucknow)

MCA

SEM: IV - CARRY OVER THEORY EXAMINATION - JUNE 2023

Subject: Fundamentals of Digital Marketing and Analytics

Time: 3 Hours

Max. Marks: 100

General Instructions:

IMP: Verify that you have received the question paper with the correct course, code, branch etc.

1. This Question paper comprises of **three Sections -A, B, & C.** It consists of Multiple Choice Questions (MCQ's) & Subjective type questions.
2. Maximum marks for each question are indicated on right -hand side of each question.
3. Illustrate your answers with neat sketches wherever necessary.
4. Assume suitable data if necessary.
5. Preferably, write the answers in sequential order.
6. No sheet should be left blank. Any written material after a blank sheet will not be evaluated/checked.

SECTION A

20

1. Attempt all parts:-

- 1-a. Data analysis is the various elements that interact with one another in order to provide, manage , store , organize, analyze and share data ? [CO1] 1
- (a) TRUE
 - (b) FALSE
 - (c) some of the above
 - (d) none of these
- 1-b. A query is used to _____ information from a database. [CO1] 1
- (a) Update
 - (b) Request
 - (c) Retrieve
 - (d) all of the above
- 1-c. What is the process of guiding business strategy using facts? [CO2] 1
- (a) Strategic improvement
 - (b) identification of data and decisions

- (c) analytical planning
- (d) Data driven decision making
- 1-d. At a point , a shop owner realizes that sales grow when a particular person is handling the customers. He also realizes that since they hired him, their sales have grown. This type of thinking is called ____ [CO2] 1
- (a) Visualization
- (b) Big -Picture thinking
- (c) problem orientation
- (d) correlation
- 1-e. How are dashboards different from reports ? [CO3] 1
- (a) Dashboard monitor live, incoming data from multiple datasets and organize the information into one central location. Reports are static collection of data.
- (b) Dashboards are used to share updates with stakeholders only periodically. Reports give stakeholders continuous access to data.
- (c) Dashboard contain static data. Reports contain data that is constantly changing.
- (d) Dashboard provide a high level presentation of historical data Reports provide a more detailed presentation of live, interactive data.
- 1-f. Attributes are used in spreadsheets for what purpose? [CO3] 1
- (a) Insert data into each column
- (b) Add a new column
- (c) Label the data in each column
- (d) Analyze the data in a row
- 1-g. Fill in the blank: In data analytics, a ____ refers to all possible data values in a certain dataset. [CO4] 1
- (a) representation
- (b) population
- (c) source
- (d) sample
- 1-h. What are the characteristics of unstructured data? [CO4] 1
- (a) May have an internal structure
- (b) Is not organized
- (c) both A and B

(d) None of the above

- 1-i. Data analysts use guidelines to describe a file's version, content, and date created. What are these guidelines called? [CO5] 1
- (a) Naming verifications
 - (b) Naming conventions
 - (c) Naming references
 - (d) Naming attributes
- 1-j. Data anonymization applies to both text and images? [CO5] 1
- (a) TRUE
 - (b) FALSE
 - (c) none of the above
 - (d) depends on the situation

2. Attempt all parts:-

- 2.a. Define Data Science and list some of its application areas.? [CO1] 2
- 2.b. Define constraint with respect to Digital Marketing? [CO2] 2
- 2.c. Define Absolute Referencing and its usage in Social Media? [CO3] 2
- 2.d. Define Historical Data and how it can be used for prediction? [CO4] 2
- 2.e. Define Data Anonymization and how can we achieve it with reference to Digital Marketing? [CO5] 2

SECTION B

30

3. Answer any five of the following:-

- 3-a. Explain the data ecosystem? [CO1] 6
- 3-b. Discuss Visualization in detail with Example? [CO1] 6
- 3-c. Why should we consider target audience ? [CO2] 6
- 3-d. Explain how findings can be shown effectively to the target audience? [CO2] 6
- 3.e. Explain in detail why are checkpoints so important ? [CO3] 6
- 3.f. Justify the statement "Communicate Often"? [CO4] 6
- 3.g. Justify the Statement "External data is collected by satellite method"? [CO5] 6

SECTION C

50

4. Answer any one of the following:-

- 4-a. Discuss the Analyse phase in detail with example? [CO1] 10
- 4-b. Justify the Statement " Data Analytics is the science of data" with example? 10

[CO1]

5. Answer any one of the following:-

- 5-a. Justify the statement "Data Visualization is graphical representation of information" ? [CO2] 10
- 5-b. Justify the statement "The questions and problems become the foundation of all business tasks"? [CO2] 10

6. Answer any one of the following:-

- 6-a. Discuss the need of timeline and checkpoints? [CO3] 10
- 6-b. Why do we need to train our brain to think structurally. Explain with example? [CO3] 10

7. Answer any one of the following:-

- 7-a. Discuss Long and Wide Data in context to Digital Marketing? [CO4] 10
- 7-b. Differentiate between nominal and ordinal data in detail with an example? [CO4] 10

8. Answer any one of the following:-

- 8-a. How do we bring data from another source and put it in spreadsheet. Discuss the process in detail? [CO5] 10
- 8-b. Why was hierarchical database or network database not put in practice. What were their flaws? [CO5] 10